The original documents are located in Box 65, folder "August 25, 1972 - Clark MacGregor - Wave III Questionnaire" of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

August 25, 1972

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MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER

SUBJECT: Wave III Questionnaire

Attached is a draft questionnaire for the national portion of the Wave III polling. Those questions which will make up the individual state questions are circled. Also those marked with an asterisk are questions which are being repeated from Wave I and/or Wave II.

This wave of polling is designed to give us a hard ballot measurement and issue data in each of the priority states after the convention and the beginning of the final campaign period. This is traditionally when attitudes firm up toward the two presidential tickets. It will enable us to review the priority state lists immediately before we begin to commit large sums of money for advertising and other campaign activities. It will also identify any changes in the President's strength or the issue structure in the priority states.

Our data from the first two waves indicates that the only data which varies by state are the ratings of the most important issues to presidential vote and the ballot data. The data on most of the issue and candidates perception questions has been very consistent across the priority states. Therefore, I am proposing to ask the detailed issue questions only on the national questionnaire and confine the state questionnaires to a ballot measurement, the ratings of important issues, and the comparative ratings of the President's and McGovern's ability to handle these issues.

The sample ballots will include both the Presidential race and gubernatorial and senatorial races where applicable. Glenn Sedam is going to give me his current opinion of where Schmitz will be on the ballot and we will include him in those states. The states, the sample size, and our schedule is as follows:

	Sample Size	Field Start	Preliminary Report	Final Report
National	1500	9/5	9/18	9/22
California	1000	9/5	9/18	9/22
Illinois	800	9/5	9/18	9/22
New Jersey	800	9/5	9/18	9/22

	Sample Size	Field Start	Preliminary Report	Final Report
New York	1000	9/5	9/18	9/22
Pennsylvania*	800	9/5	9/18	9/22
Ohio*	800	9/5	9/18	9/22
Texas	800	9/5	9/18	9/22
Michigan*	800	9/5	9/18	9/22
Maryland	600	9/5	9/18	9/22
Connecticut	600	9/5	9/18	9/22

*Shared cost arrangement with Republican State Committees.

While we had tentatively decided to do only the ten priority states, I think we should consider doing Missouri, Wisconsin, Washington and Oregon as the national data would indicate that we might want to put one or more of these states back on our priority list. If we want to do a deep south state, I recommend we do Alabama as we can get a shared cost arrangement with Red Blount. Also keep in mind we are buying into polls in South Dakota, New Mexico, Colorado, Utah, and Wyoming to get ballot results.

I will have final costs on this wave for you as soon as the vendors have had a chance to go over the questionnaire early next week. I don't, however, anticipate that it will exceed our budget estimates.

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